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ORDER

Print Date 08/28/12

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Flight Dates 08/22/12-08/26/12

Contract / Revision 308343 /

Original Date / Revision
08/27/12 08/27/12

Advertiser Romney / Republican / Presi

Agency American Rambler Producti

Buying Contact

138 Conant Street
Beverly, MA 01915

Product

Candidate. Romney for President (

Agency Com 15%

Billing Contact

138 Conant Street
Beverly, MA 01915

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # Order # 32

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	91	\$55,853.50	\$65,710.00	0.00	07/30/12	08/26/12	91	\$55,853.50	\$65,710.00
Totals	91	\$55,853.50	\$65,710.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	WCPO	08/22/12	08/26/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	--WTF--	:30	4	\$400.00	P-3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/20/12	08/26/12	--WTF--		4		\$400.00		0.00					
2	WCPO	08/22/12	08/26/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	--WTF--	:30	6	\$800.00	P-1	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/20/12	08/26/12	--WTF--		6		\$800.00		0.00					
3	WCPO	08/22/12	08/26/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	--WTF--	:30	6	\$260.00	P-3	0.00	NM	6	\$1,560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



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Contract / Revision 308343 Flight Dates 08/22/12-08/26/12

Hiatus Dates

Original Date / Revision 08/27/12/ 08/27/12

Order Sep 00:20:00

Advertiser Romney / Republican / Pre: Product Candidate. Romney for Pre Estimate # Order # 32

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
3	WCPO	08/22/12	08/26/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	--WTF--	:30	6	\$260.00	P-3	0.00	NM	6	\$1,560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--					6	\$260.00		0.00			
4	WCPO	08/22/12	08/26/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	--WTF--	:30	3	\$500.00	P-1	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--					3	\$500.00		0.00			
5	WCPO	08/22/12	08/26/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	--WTF--	:30	6	\$350.00	P-3	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--					6	\$350.00		0.00			
6	WCPO	08/22/12	08/26/12	M-F 2-3p M-F 2-3p	CM	2-3p	--WTF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--					3	\$400.00		0.00			
7	WCPO	08/22/12	08/26/12	M-F 3-4p M-F 3-4p	CM	3-4p	--WTF--	:30	3	\$550.00	P-1	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--					3	\$550.00		0.00			
8	WCPO	08/22/12	08/26/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	--WTF--	:30	6	\$500.00	P-3	0.00	NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--					6	\$500.00		0.00			
9	WCPO	08/22/12	08/26/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	--WTF--	:30	6	\$600.00	P-3	0.00	NM	7	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--					7	\$600.00		0.00			
10	WCPO	08/22/12	08/26/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	--WTF--	:30	6	\$750.00	P-2	0.00	NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--					6	\$750.00		0.00			
11	WCPO	08/22/12	08/26/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	--WTF--	:30	6	\$850.00	P-2	0.00	NM	6	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--					6	\$850.00		0.00			
12	WCPO	08/22/12	08/26/12	M-F 7-730p Wheel of Fortune	CM	M-F 7-730p	--WTF--	:30	6	\$1,600.00	P-1	0.00	NM	6	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--					6	\$1,600.00		0.00			
13	WCPO	08/22/12	08/26/12	M-F 730-8p Jeopardy	CM	M-F 730-8p	--WTF--	:30	6	\$1,600.00	P-1	0.00	NM	6	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--					6	\$1,600.00		0.00			
14	WCPO	08/22/12	08/26/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	--WTF--	:30	6	\$900.00	P-2	0.00	NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--					6	\$900.00		0.00			
15	WCPO	08/22/12	08/26/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	--WTF--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--					3	\$400.00		0.00			



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Hiatus Dates

Original Date / Revision 08/27/12/ 08/27/12

Order Sep 00:20:00

Advertiser **Romney / Republican / Pre** Product **Candidate. Romney for Pre** Estimate # Order # **32**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	WCPO	08/22/12	08/26/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	--WTF--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$400.00		0.00			
16	WCPO	08/22/12	08/26/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	--WTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$200.00		0.00			
17	WCPO	08/22/12	08/26/12	Friday Prime Special Friday Prime Special	CM	20/20 (9:00 PM-11:00 PM)	----F--	:30	1	\$1,800.00	P-8	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--					1	\$1,800.00		0.00			
18	WCPO	08/22/12	08/26/12	SA 6-7am SA 6-7am	CM	6-7a	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					1	\$250.00		0.00			
19	WCPO	08/22/12	08/26/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					1	\$400.00		0.00			
20	WCPO	08/22/12	08/26/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					1	\$500.00		0.00			
E 21	WCPO	08/22/12	08/26/12	SA 6-7p News SA 6-7p News	CM	558-7p (5:58 PM-6:30 PM)	-----S-	:30	1	\$600.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					1	\$600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WCPO	08/20/12-08/26/12		SA 6-7p News		558-7p	(5:58 PM-6:30 PM)-----Sa--	:30		(\$600.00)		0.00	NM		
Credited [Schedule over.]															
22	WCPO	08/22/12	08/26/12	SA 7-730p SA 7-730P	CM	658-730p	-----S-	:30	1	\$600.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					1	\$600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WCPO	08/20/12-08/26/12		SA 7-730p		658-730p	-----Sa--	:30		(\$600.00)		0.00	NM		
Credited [Per client.]															
23	WCPO	08/22/12	08/26/12	SU 6-7am SU 6-7am	CM	6-7a	-----S	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$300.00		0.00			
24	WCPO	08/22/12	08/26/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$400.00		0.00			
25	WCPO	08/22/12	08/26/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$450.00		0.00			



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Contract / Revision **308343** Flight Dates **08/22/12-08/26/12**

Hiatus Dates

Original Date / Revision 08/27/12/ 08/27/12

Order Sep 00:20:00

Advertiser **Romney / Republican / Pre** Product **Candidate. Romney for Pre** Estimate # Order # **32**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
25	WCPO	08/22/12	08/26/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
26	WCPO	08/22/12	08/26/12	SU 9-10a SU9-10a	CM	9-10a	-----S	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S	1		\$1,000.00		0.00						
27	WCPO	08/22/12	08/26/12	SU 6-7p News SU 6-7p News	CM	558-7p (5:58 PM-6:30 PM)	-----S	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S	1		\$700.00		0.00						
28	WCPO	08/22/12	08/26/12	Sunday Prime A Sunday Prime A	CM	7-8p	-----S	:30	1	\$1,400.00	P-8	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S	1		\$1,400.00		0.00						
29	WCPO	08/22/12	08/26/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	-----S	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S	1		\$900.00		0.00						
Totals														91	\$65,710.00